

Abstract of the Disclosure

A system and method for a retailer to sell merchandise over the Internet in affiliation with an Internet service provider. The co-branded Internet site is accessible through the Internet service site of the Internet service provider.

5    The co-branded Internet site includes designations of both the retailer and the Internet service provider. The co-branded Internet site including one or more links to the Internet shopping site of the retailer. Client software for accessing the co-branded Internet site is distributed at retailer locations. Members of the co-branded Internet site are provided with incentives to access and shop on the

10   Internet shopping site of the retailer through the co-branded Internet site.

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